

**MEANING CONSTRUCTION BEHIND PUTERI INDONESIA
BEAUTY PAGEANT' SLOGAN:
*BRAIN, BEAUTY, AND BEHAVIOR***

THESIS

**BY
SAFANA PUTRI IRIANI
NIM 0811110068**



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ABSTRACT

Iriani, Safana Putri. 2013. **Meaning Construction Behind Puteri Indonesia Beauty Pageant' Slogan: *Brain, Beauty, And Behavior***. Study Program of English, Department of Languages and Literature, Faculty of Culture Studies, Universitas Brawijaya. Supervisor: Nurul Chojimah; Co-supervisor: Emy Sudarwati.

Keywords: Critical Discourse Analysis, Slogan, Beauty pageant, Puteri Indonesia, *Brain, Beauty, and Behavior*.

This study aimed at finding out; (1). the meaning constructions in the slogan of *Puteri Indonesia* beauty pageant “*Brain, Beauty, and Behavior*”, also (2). the social effects of the meaning constructions of 3Bs “*Brain, Beauty, and Behavior*” reflected on the image of *Puteri Indonesia*.

This study uses qualitative approach. The writer conducted the study toward the construction meaning and the effect of the slogan *Brain, Beauty, and Behavior* according to the image of the winner of *Puteri Indonesia* beauty pageant produced in the articles. In analyzing the data found from the article, the researcher approached to several processes. Firstly, finding and selecting the articles related to *Puteri Indonesia*. Secondly, explaining textual analysis, discourse analysis, and also the social practice based on Norman Fairclough's theory (2001) of Critical Discourse Analysis which then brings into the direct analysis to the social effect on the use of slogan *Brain, Beauty, and Behavior*” reflected on the image of *Puteri Indonesia*.

This present study reveals that based on the textual analysis on the slogan, the use of the word *Brain* as the starting point has big impact towards the public opinion. It could influence public's view to this pageant that it does not come out as a "stereotypical" pageant. The social effect on the using of slogan 3Bs for the winner can be seen in everyday life. The winner often gets many privileges in the society. The most recent phenomenon can be seen in Angelina Sondakh's case. This former winner of *Puteri Indonesia* was accused in a graft case revolving around the high-profile SEA Games' bribery case. However, a day before her court day she read a pledoi which contains all of her prestigious achievements. One of them is her title as the former winner of *Puteri Indonesia* that brought her to what she is now. In this case, her threat of punishment that used to be 20 years or life time sentence in prison becomes only 4.5 years in prison with 250 million of fine causing public to criticize the judge's decision.

Finally, writer suggests for the future researcher to enrich the field of this study, by possibly exploring other numerous object with different theory for CDA. Moreover, it can be about CDA containing a critical thinking which in fact is very helpful for students to explore more about a subject given whether they will accept it or not. It can bring the students to have 'self actualization' and 'self evaluation'.

ABSTRAK

Iriani, Safana Putri. 2013. **Konstruksi Arti di Balik Slogan Kontes Kecantikan Puteri Indonesia : *Brain, Beauty, And Behavior***. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Nurul Chojimah (II) Emy Sudarwati.

Kata kunci: Analisis Wacana Kritis, Slogan, Kontes Kecantikan, Puteri Indonesia, *Brain, Beauty, and Behavior*.

Penelitian ini bertujuan untuk menemukan beberapa hal, yaitu: (1). Konstruksi arti dalam slogan kontes kecantikan *Puteri Indonesia "Brain, Beauty, and Behavior"*, selain itu (2). Efek social dari penggunaan konstruksi arti dalam slogan kontes kecantikan *Puteri Indonesia "Brain, Beauty, and Behavior"* yang tercermin pada sosok *Puteri Indonesia*.

Studi ini menggunakan pendekatan kualitatif. Penulis melakukan penelitian terhadap konstruksi arti serta efek sosial dari penggunaan slogan "*Brain, Beauty, and Behavior*" berdasarkan figur pemenang *Puteri Indonesia* yang terdapat pada beberapa artikel. Dalam menganalisa data yang terdapat pada artikel-artikel tersebut, penulis melakukan beberapa proses. Proses yang pertama yaitu mencari serta menyeleksi artikel-artikel yang berkaitan dengan *Puteri Indonesia*. Selanjutnya peneliti menjelaskan analisis teks, analisis wacana serta praktik sosial berdasarkan teori analisis wacana kritis oleh Norman Fairlough yang akan mengarahkan peneliti pada efek sosial penggunaan slogan slogan *Brain, Beauty, and Behavior*" yang tercermin pada sosok *Puteri Indonesia*.

Hasil studi ini menunjukkan bahwa pada analisis teks pada slogan tersebut, penggunaan kata *Brain* sebagai poin awal memiliki pengaruh yang kuat terhadap opini publik. Hal ini dapat mempengaruhi pandangan publik terhadap kontes kecantikan ini sehingga tidak terlihat hanya sebagai kontes yang dangkal. Selain itu efek sosial dari penggunaan slogan *3Bs* oleh pemenang kontes ini dapat terlihat pada dalam kehidupan sehari-hari. Pemenang kontes ini sering mendapatkan berbagai kemudahan dalam masyarakat. Fenomena terkini yaitu pada kasus Angelina Sondakh, dimana mantan pemenang *Puteri Indonesia* ini menjadi terdakwa pada kasus korupsi SEA Games. Sehari sebelum pembacaan putusan perkara, ia membacakan pledoi yang menyertakan semua prestasi yang telah ia capai selama ini. Salah satunya yaitu gelarnya sebagai mantan *Puteri Indonesia* yang membawanya hingga menjadi sekarang ini. Pada kasus ini, ancaman hukuman yang seharusnya adalah 20 tahun penjara berkurang menjadi hanya 4.5 tahun penjara dengan denda 250 juta sehingga menimbulkan kritik keras dari publik.

Sebagai penutup penulis menyarankan untuk peneliti selanjutnya agar dapat memperkaya penelitian dalam bidang ini. Peneliti dapat mengeksplorasi berbagai macam objek dengan menggunakan teori-teori CDA yang lainnya pula. Selain itu CDA yang memuat pemikiran kritis, pada dasarnya sangat membantu siswa untuk

lebih mengeksplorasi suatu subyek yang diberikan pada mereka. Pemikiran ini dapat membantu siswa untuk mendapatkan aktualisasi serta evaluasi diri.

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